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MARKETING OPPORTUNITIES FOR NEW HAMPSHIRE FARMERS

By JAMES C. FARMER,
Deputy Commissioner of Agriculture.

New Hampshire and New England markets await your products.

Published by the State Department of Agriculture

ANDREW L. FELKER, Commissioner

State House, 1918 Concord, N. H.

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Marketing: "The Missing Link" in New Hampshire Agriculture.

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Marketing Opportunities

FOR

New Hampshire Farmers

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EVANS PRINTING COMPANY, CONCORD, N. H.

MARKETING OPPORTUNITIES FOR NEW HAMPSHIRE FARMERS.

The importance of grading, packing, and better marketing of New Hampshire farm products is being realized more than ever before. We have read of the wonderful success obtained in foreign countries and in some sections of our own of the methods used in direct marketing of farm products, but as yet, little has been done in New Hampshire to bring any of these new and improved marketing methods to our farmers, or to instruct them as to how they should prepare their products for the market that they may receive the greatest net return, and enable them to take advantage of the wonderful opportunities which the markets of New England afford. Many of the farmers from various sections of the United States are profitably selling in our local markets vast quantities of farm crops which can be grown in our state and successfully marketed if the local farmer would adopt the same methods of grading, packing and marketing practised by his more distant competitor.

The proper grading and packing of western and southern grown farm products assures their arrival in the distant New England markets in better condition even than those locally grown which are not so graded and packed, thus causing the local farmer to receive a very small net profit and in some cases a loss on his crops.

For several years great stress has been laid on greater production which seems to be a reasonable and natural position to take when one considers that there is produced in New Hampshire approximately only 25 per cent of the food supplies consumed by our people, and in New England only 11 per cent. Where the farmers have responded

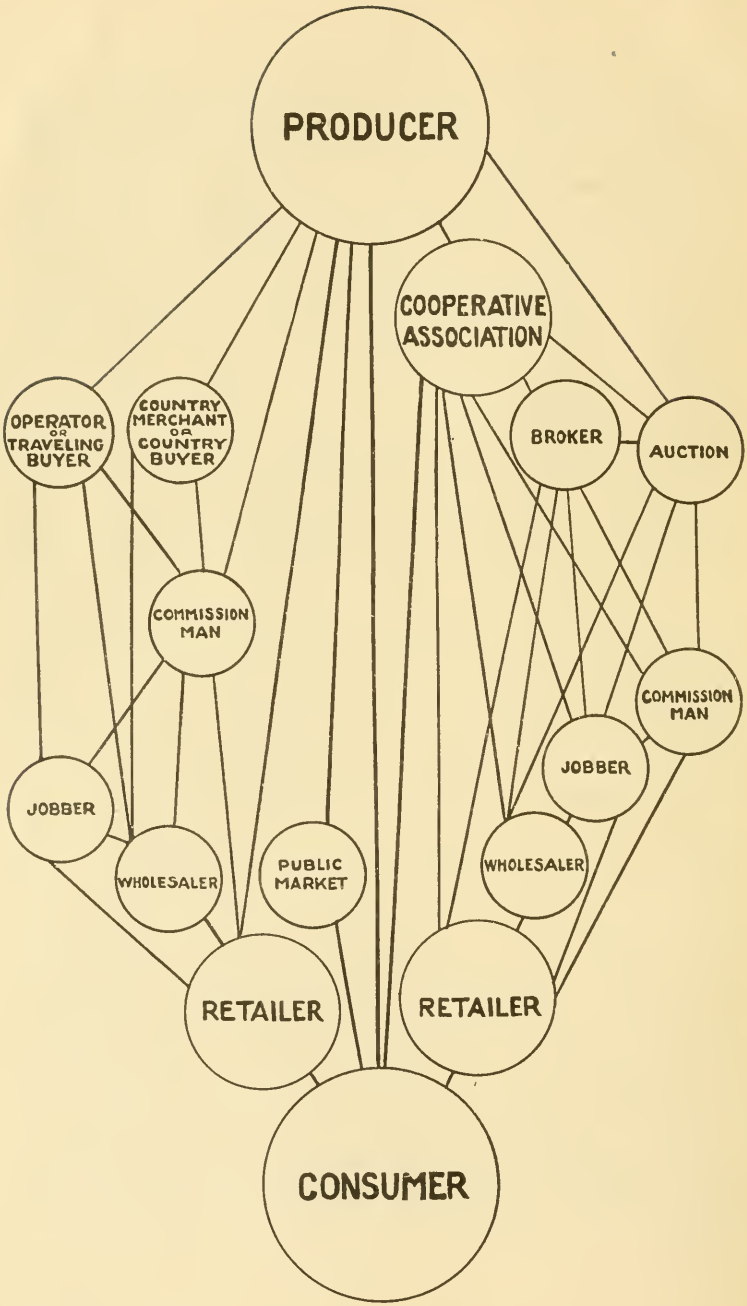
and production has increased much loss has accrued owing to the lack of any adequate means of marketing to which subject very little attention has been given either by the farmer himself or by any of the agencies working in behalf of the farming industry. If up-to-date methods of marketing were applied we believe the farmers would produce a much larger supply of needed farm products and be able to dispose of them at prices returning them a reasonable profit. The products should be prepared at some centrally located place, preferably, near a railroad station, where all the farmers in that locality could have them graded and packed by men who understand the market requirements. These local packing stations should be in touch with all the big marketing centers in New England, have the daily quotations from these markets, and thus be able to ship their products to the place offering the highest returns after deducting freight and other necessary charges.

In nearly every line of business today the proper marketing and advertising of the product is of vital importance and is in many cases the deciding factor in the business as to its success or failure. It would seem that the time has come in New Hampshire agriculture when its ultimate success largely depends on how well we shall market the products of the farm. For years many thousands of dollars have been lost annually by the farmers of New Hampshire by the improper marketing of livestock, hay, apples, poultry, eggs, vegetables and other farm products, by selling below market prices, by not knowing where and when to ship, by not grading and properly packing, by many shipping to markets already over-supplied, thus causing a glut on that market and a very low net return to the producer, if any return at all. These conditions have not encouraged our farmers to produce more crops, but have steadily decreased the interest in farming as a business in the state.

The farmer, on the other hand, must admit that only in rare instances has he tried to better these conditions. He

has been altogether too quick in accepting the first price offered for what he has to sell. The custom of trading what is produced on the farm to the local merchant for groceries and other necessities works to the disadvantage of the farmer. This method of trading which may have worked well in our grandfather's day is certainly out of date with modern marketing methods and opportunities that are afforded the farmer today. He must, therefore, change from many of the older ideas and use more business-like methods if he is to secure the maximum returns from his farming operations.

Let us consider what the farmer has been getting for his products in the way he has sold them for years in New Hampshire. The facts are that he has been receiving from 35 cents to 65 cents of what the consumer pays $1.00 for, leaving quite a sizable margin of profit for other parties who handle the products from the producer to the consumer. Now, who gets this money between what the farmer receives and what the consumer pays? If one turns to the chart on the following page, he will observe that under the present system of marketing a large percentage of the products of the farm pass through the hands of from one to five different parties before reaching the consumer, starting with the local dealer, or country buyer, commission man, jobber, wholesaler, retailer and finally the consumer. Quite a long journey when you consider that each one of these parties has to secure from 5 per cent to as high as 25 per cent for handling the products. If one, two, or possibly three, of these middlemen's profits were going into the producer's pocket, it would mean a much larger net return for what the farmer has for sale. Most products that are produced have required the grower's constant care through the season, and sometimes years to prepare for market, and yet in some cases the man who buys these products from the producer, and sells them again within a week, will have made more net profit on them than the grower.



Mr. Producer:

By which route do your products reach the consumer?

It would seem that for the New Hampshire farmer the time has arrived for him to awake to the marketing opportunities in our own and near-by states. We have in many sections of the state, especially in the northern parts, really wonderful summer markets for dairy products, lamb, veal, poultry, eggs, vegetables, berries and other small fruits, which could be produced or raised at the time when markets are demanding vast quantities of them. Many farmers living near lakes, summer hotels, mountain and seashore resorts, could well afford to supply these local markets through the summer season and even farmers at quite distant points could ship their products to these resorts at a good profit.

It is quite surprising to many, but nevertheless true, that hundreds of tons of vegetables are shipped into our state every summer which could be raised by our farmers were they prepared to meet this demand with the kind and quality of products required. Why allow farmers from other states to supply these splendid markets which by natural environment and location make it easily possible for the New Hampshire farmer to control? They are annually securing thousands and even hundreds of thousands of dollars which could and should go to our local producers.

Reports from summer hotels in various sections of the state were secured to determine the amount of vegetables, poultry, and eggs which they were purchasing outside of the state to supply their demands. These reports showed some surprising figures, and should be convincing arguments, that, were our farmers in a position to supply these hotels, good prices could be secured for these products.

One of these hotels purchasing the last week in July, $2,400 worth of the above products from out of state markets and estimating they would have to purchase from the same sources over $22,000 worth to supply their hotel for the season.

Some hotels buying in a week $1,500 worth of poultry, $300 to $400 worth of eggs, 60 bushels of potatoes, 11 bushels of peas, and quantities of other vegetables. Prices paid for these products were from 10 per cent to 25 per cent higher than the New Hampshire farmers were receiving after deducting express or freight, and commission charges, to the larger marketing centers. In nearly all cases the hotels have to pay the express or freight charges on these out of state shipments and there is no reason why they should not pay them direct from the farmers' shipping point to their hotel.

When we consider that there are 162 houses classified as summer hotels and 146 year-round hotels, we can begin to appreciate what opportunity such a market presents to the farmers who will cater to this class of trade.

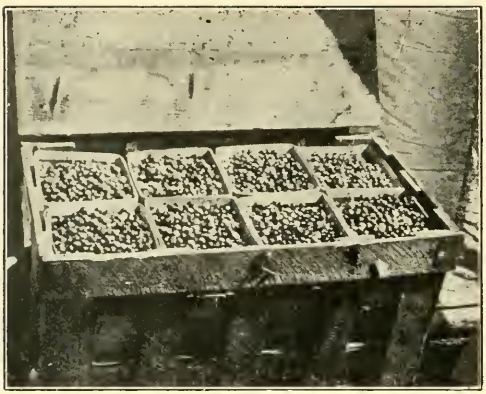
Not alone in the summer are good markets available but in the winter also, in fact, the year-round markets may be found in many sections which will absorb a much larger supply of farm products at fair prices.

A survey of the markets in the cities of Concord and Manchester shows that there was received from outside the state during 1917, in Concord 124,186, and in Manchester 533,170 dozens of eggs, respectively, and from September 1, 1917, to April 1, 1918, the receipt of potatoes in the Manchester markets was 194 cars, while Concord is credited with only 3 carloads. This small consignment to Concord was made possible because the local farmers by increasing their potato acreage were able to nearly supply the demands of its people.

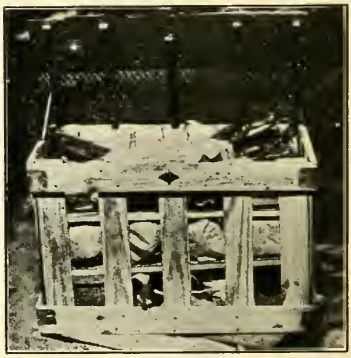
From December 1, 1917, to June 1, 1918, there were shipped into Manchester 112 cars of vegetables, exclusive of potatoes, and 114 carloads of fruit. During the same period there was received by Concord merchants 4,811 bushels of vegetables, not including potatoes, and 17 carloads of fruit.

The smaller local markets, however, are not of sufficient size to handle great quantities of any one product and this

These pictures show how to grade and pack farm products.



Boxes should be filled full at time of shipment to insure minimum shrinkage.



Don't ship vegetables or other products thrown in carelessly as shown in this crate.

makes it necessary for the farmer to seek a larger and more profitable market in his own or in some near-by state. This has proved a hard problem for many farmers. The necessity for keeping in constant touch with the various markets within his reach is not fully appreciated by the average producer. How often do we see the farmer driving to some local village to sell potatoes, apples, etc., when upon arriving there he is told by the dealer that they are well, or over-supplied, but after a certain amount of dickering they finally tell him they will take his products at $1.00 or perhaps not more than 75 cents per bushel, when actually they are worth $1.50 per bushel, and at the city fifty or one hundred miles away they are bringing $2.00 per bushel. Had this farmer known where to ship and who to ship to, he would have been many dollars better off at the end of the season, and not entirely at the mercy of the local dealers.

In the case of hay last fall it was found that many farmers were selling theirs, baled and delivered at the car, at from $14 to $18 per ton; this same hay brought in some Massachusetts cities from $25 to $33 per ton. Eggs were 40 cents per dozen in many of our local towns and 80 cents in Boston. Apples were sold from $2.50 to $4.50 a barrel and were bringing in cities 100 to 150 miles away from $5 to $7.50 per barrel. These are no exceptions. This big difference in the price paid to the farmers and price paid by the consumer showed as clearly in nearly all kinds of products from the farm.

In determining the best market it is not sufficient to merely get quotations from dealers in different cities and ship to that market which quotes the highest prices. Transportation charges must be deducted from the quotations. All facts considered, the best market is the one which shows the greatest net return. However, too much dependence must not be placed on these quotations as in many cases they are merely approximate or opinions as to the trend of the market and are not usually direct offers.

In case of doubt the best plan is to sell in the market with which the shipper is most familiar, through some reliable concern.

A personal visit to the market which the shipper patronizes will be of great value to him. It provides an opportunity for the producer to get the proper marketing prospect. Such a visit enables him to get into personal touch with the distributors, to select a reliable representative to handle his products. He can also see and appreciate some of the problems with which the distributor is constantly confronted. On the market one will see his shipment in competition with products from famous specialized sections. The relative quality of his grade and pack will immediately be apparent. The selling value of well-known brands and labels will be evident. He will see mixed grades sold at a discount as compared with prices received for grades and sizes, and note the premium paid for attractive packages and quality. These facts and conditions will be impressed upon his mind clearer than any written description of them can be. He will see that some dealers cater to a select class of trade, others to a medium and poor class. If one has a fancy product graded and well packed, he will note that a little extra can be secured from the dealer catering to this better class of trade.

While in the city one may look up the business responsibility of the dealer he decides to ship to. The favorite bait of unscrupulous firms has been the circulation of quotations a trifle higher than the price actually prevailing on the market. The farmer has bit in many cases to his sorrow. If he has not been stung on the first shipment, he certainly has been on succeeding ones.

The tables at end of book will give at a glance the information the producer will need in preparing his products for the market.

The Bureau of Markets is prepared to furnish daily market reports from all the principal markets in New

England, also giving amount of produce or livestock arriving every day, and in some cases, amounts in transit to these markets; to give names of reliable dealers in New Hampshire and the other near-by market centers handling farm products; to furnish information as to amounts of food required to supply the larger New Hampshire cities, also many of the larger summer hotels, now buying their supply outside the state but which could be grown successfully on the farms within the state. A registered stock breeders' list is on file in the office and available to all who desire names and addresses of owners of pure bred animals in our state.

Information on how to secure a local retail trade for farmers near cities or summer resorts, also marketing advice will be freely sent to all regarding the grading, packing and handling of their products so as to secure the greatest net return.

The opportunities of parcel post marketing will be shown, the advantage of labeling all products, packing them in clean and sweet containers, and advertising and its importance in building up a profitable business.

Marketing livestock through local community auctions is proving successful by groups of farmers working cooperatively. Farm Bureaus, Granges, and Fair Associations could assist farmers in holding such auctions where the stock sold would remain in the community or in the state.

The State Department would be glad to arrange for meetings, furnishing good speakers on marketing methods and in this way aid in solving some of the farmer's marketing problems.

The new marketing law makes it possible for the State Department of Agriculture to aid in the disposal of New Hampshire farm products. Many tons of hay, large supplies of milk, and many valuable farm animals as well as numerous other farm products have found a profitable market through the agency established under this law:

STATE OF NEW HAMPSHIRE.

CHAPTER 217, SESSION LAWS OF 1917.

AN ACT TO CREATE A BUREAU OF MARKETS.

SECTION 1. There is hereby created in the office of the commissioner of agriculture a bureau for the purpose of aiding, assisting and promoting the marketing of agricultural, orchard, farm, dairy and other similar products in this state, which shall be known as the bureau of markets.

SECT. 2. Said bureau shall be located in the office of the commissioner of agriculture, and shall be under the supervision, charge and care of said commissioner.

SECT. 3. It shall be the duty of the commissioner of agriculture to obtain information in regard to the quality, quantity, and locality of agricultural products such as, orchard, farm, dairy, farm forest, and other similar produce in this state; to find available and profitable markets for the same; to inform the producers of this state, by the publication of such information through the public press or otherwise, where such markets may be found; to compile and publish data concerning the production and consumption of food products in this state; to adopt means of securing market reports from centers of distribution and to disseminate this information to the producers by the press or otherwise, free of cost to them; and in adopting all reasonable means in whatever manner seems best to bring into closer relationship the producers and consumers of this state.

SECT. 4. To provide for carrying out the intent and purposes of this act, the sum of two hundred dollars is hereby appropriated for the year nineteen hundred and seventeen, and a like amount for the year nineteen hundred and eighteen, and the governor is hereby authorized to draw his warrant for the same.

SECT. 5. All acts or parts of acts inconsistent with this act are hereby repealed, and this act shall take effect upon its passage.

Approved April 19, 1917.

COMMUNITY MARKETS.

In recent years a number of cities have established public markets where the farmers come with their loads of produce early in the morning, line up their teams on aisles where the city consumers may purchase whatever they like direct from the farmers' teams. This method of selling is proving successful in Manchester and Berlin, N. H., and other cities are contemplating arranging space for such markets.

In the Manchester market recently there were 38 farmers' teams at the opening of the market, the largest number yet reported on a market day, the farmers selling $1,069 worth of products in from three to four hours. No doubt more farmers will arrange to sell their produce in this manner as soon as they see it is proving successful to their brother farmers.

A stall is allotted every farmer which he occupies each time he comes to market. The stalls are numbered and assignments made by drawing lots at the beginning of the season, thus preventing any disputes over the different stalls or who has first claim to them. No shouting or unnecessary noise is permitted to attract the attention of buyers to any particular team, thus making it a quiet, orderly market place. The market is in charge of a competent man who is in attendance during marketing hours and assists in whatever way he can to make the market a success both from the producers' and consumers' point of view. The consumers bring market baskets, so whatever they buy of the farmer is paid for at once and carried away.

The prices received by the farmers are not always as high as is paid at the local retail store, and he should not expect to get the retail price when you take into consideration that the consumers are assisting the farmer in disposing of his products by coming to the market, paying cash and carrying home their goods. The farmer has no charges to pay for doing business in this manner and is not under the expense that the local retail merchant is for rent, heat, light and other fixed charges. He can thus divide the difference between the retail price formerly paid by the consumer and the price he formerly received from the wholesale dealer and thus secure a good profit for selling his goods in the public market, thereby receiving a greater net return from his products than when he used to drive around town calling at many different stores or houses to find a purchaser for his goods. We believe that the coöperation between the farmer and the consumer in the marketing of produce through the

public markets can be of great assistance to all concerned.

Undoubtedly the establishment of such markets in all of the New Hampshire cities would, under proper management, be of great advantage to both producer and consumer, securing for the former a profitable and quick cash market, and for the latter affording an opportunity to secure fresh farm products at minimum cost.

Marketing by Parcel Post.

Marketing by parcel post affords the farmer an opportunity to dispose of vegetables, fruit, poultry, eggs, etc., direct from the farm to the consumer. Parcel post marketing has not been practised very extensively by the farmers of our state, due perhaps to the farmers not thoroughly understanding its possibilities and practical features. We find it has been used to some extent in shipping eggs and has proved successful where the eggs have been properly packed by the shipper, and so marked that the postal authorities will handle them carefully. Numerous shipping containers are on the market, many of which are reasonably safe to ship in. Some of these containers can be folded up and returned by the customers and thus be used for succeeding shipments.

Poultry when properly cooled and packed can be shipped safely within the first and second zones. All kinds of vegetables could easily be shipped by parcel post if picked fresh and shipped so as to reach the consumer in from 12 to 20 hours.

Some kinds of berries could be shipped with safety, namely those possessing a hard or firm characteristic, such as strawberries, blueberries, currants, etc. It is questionable, however, as to the advisability of shipping raspberries or blackberries any great distance, owing to the softer nature of the berries. Apples and other fruits can be readily handled by parcel post and some growers have built up quite an extensive apple trade with the consumer by shipping fancy apples in half peck or peck cartons. Very fancy apples are shipped in one and two dozen

cartons, making very attractive packages. Peaches, pears, plums, and grapes could be handled in the same manner, if the grower desires to cater to this class of trade.

Various methods have been suggested by the Government and other parties especially interested in placing the farmer in direct communication with the consumer or in giving to the consumer lists containing names of farmers having produce which they will ship to them by parcel post. The postal authorities in Boston, Lynn, and Lawrence, Mass., have used the above methods to encourage the direct buying by parcel post.

Some farmers have placed advertising in daily or weekly papers in certain cities offering a certain quantity of what they have for sale at a special price, which includes parcel post charges, cash with order. This method has met with good success and could be practised with good results by many farmers. It is especially important to ship only the best quality and to exercise good judgment in picking and packing so that when the produce is opened in the consumer's home the package will look clean and attractive and the products prove fresh and satisfactory.

Don't ship small or wormy apples in unattractive boxes; stale, small, or dirty eggs, unproperly packed; or in fact anything except the best products. It will not pay to ship poor products and it will hurt the trade of other farmers who are willing to ship good goods properly packed.

Arrangements may be made to ship to some one living in an apartment house who would receive and distribute the products to the several families collecting and returning payment promptly. This method saves the extra expense of shipping to individual families.

The plan is now working satisfactorily in several large postoffices, also wholesale and retail stores, where many postmen or clerks are employed. This method of shipment insures the receiving of the products strictly fresh and at lower cost than is usually paid for the products

that are from a week to ten days old when reeeived by the consumer when distributed through the usual channels.

With the farmer producing the goods, picking, packing and shipping promptly the best quality of products, and the consumer taking pains to reeeive the shipment promptly and dispose of it properly, and pay promptly, there is no reason why parcel post should not be of great mutual advantage to all parties concerned.

Advertising.

Advertising farm products has not been practised extensively in New Hampshire, only in rare instances has the farmer used this medium to inerease the demand for and the sale of his products.

Advertising of a good, straightforward kind has proven to be of inestimable value to the manufacturer and merchant, increasing their sales many fold, and wherever it has been tried by farmers or farm organizations it has worked advantageously, not only creating a larger market but also resulting in a higher net return for the goods sold, especially if the quality has been as represented. The sequel to successful advertising is to have the products offered for sale conform in every way as advertised.

Products of first-class quality, put up in clean, attractive packages, crates or barrels, properly labeled, showing net contents, the products uniform and of the same quality, when advertised properly, will bring to the farmer many extra dollars and an ever-inereasing demand.

The following are a few of the methods of advertising used which have proven successful and which have materially increased the sale of farm products.

A good, clean, well-painted, attractive sign facing the road near the buildings, telling what is being raised, such as Holstein cattle, Shropshire sheep, Berkshire swine, poultry, eggs, vegetables, or the particular line of farming in

which one is especially engaged, will cause people passing to observe the sign, and if interested, they will stop and make purchases of what may be offered for sale. Such a sign can be procured at a cost not exceeding ten dollars.

Advertising in farm papers has helped many to dispose of cattle, horses, sheep, swine, live poultry, day-old chicks and eggs for hatching. These papers have a wide circulation and place whatever is for sale before many prospective purchasers. The cost runs from one to five cents per word, depending upon how large a circulation the paper has.

Postal cards written or printed showing the kind and price of vegetables one has for sale can be sent each week to the hotels and markets in the immediate locality. Upon receipt of such card the proprietor or manager can advise by letter or telephone what he wants from the list, also the time he expects delivery. This has proven to be a very successful and inexpensive method of disposing of products; it also affords an opportunity of quoting prices of things offered for sale. Many farmers are disposed to follow the custom of selling at the other man's price. The above method would be found more profitable if they are willing to quote a fair market price for what they have for sale.

In order that one may be able to determine a fair price it is necessary to keep in touch with the daily and weekly quotations in some reliable market report. Such quotations covering the larger New England markets may be secured by phoning or writing the State Bureau of Markets, Department of Agriculture, Concord.

Some farmers are located near lake, seashore or mountain resorts which offer excellent markets during the summer months. The name of the farm painted on the delivery wagon will in a short time add to the reputation of the farm and whatever is sold from it. It also affords the customer a way to recognize the team. Little slats three inches wide and 15 inches long, painted on both sides, with the name of various kinds of vegetables which

are for sale, can be made to fit the frame so that they will slide down one on top of the other. The frame should be fastened to the side of the wagon so that when the team passes by the cottages the people may learn from the sign what the farmer has for sale that day. The sign is inexpensive and can easily be made at home.

Small cards can be left at the houses on your marketing route on which is printed the name of the farm, that of the proprietor and the special line of products he will have to sell. On one corner of the card it is a good idea to stamp the day the team will call. A stamp can be procured for a dime and the cards will cost from fifty cents to one dollar per hundred.

If one wishes to advertise on a larger scale, booklets can be used giving a description of the farm, the kind and quality of products raised, also how they are handled to reach the consumer in the best possible condition.

Some dairymen supplying hotels have had the name of their farm placed on the menu card stating that "The milk and cream used by this hotel are supplied from 'Just Right Farm', ————, N. H." Guests appreciating the good milk and cream will remember the name on the menu and when they are in need of a supply will call or write to that particular farm.

Some farmers have leaflets printed saying their team will be at some centrally located place, convenient to a large number of people, at a certain time, where they can purchase direct from the team whatever they require. This method will save the farmer much travel soliciting orders from house to house. When labor is scarce and every minute counts this method will dispose of a load of vegetables in quick time.

Breeders of pure bred cattle, horses, hogs, sheep and poultry send out, annually and semi-annually, books and circulars describing their particular breed of animals and offering for sale such as they wish to dispose of. This method is practised extensively by many breeders and proves successful where one has a good mailing list of people interested in their particular line. These books

and circulars can be procured at from $5.00 per 100 and up, depending upon how elaborate a book the breeder wishes to send out.

Where farmers are working together coöperatively, a certain per cent of the proceeds is devoted to advertising, the amount used depending on the size of the business done through the association. Wonderful records have been made in selling products through such organizations and much credit must be given to the successful advertising campaigns which have been conducted by such associations.

One should be sure before attempting to advertise that the quality and quantity of the products can be maintained, thus insuring the would-be purchaser of a standard grade and a ready supply of the products desired.

YOU'LL FIND
IT PAYS TO ADVERTISE
WHEN YOU CAN DELIVER THE GOODS.

POTATO GRADES RECOMMENDED
by the
United States Department of Agriculture
and the
United States Food Administration.

U. S. Grade No. 1.

This grade shall consist of sound potatoes of similar varietal characteristics, which are practically free[1] from dirt or other foreign matter, frost injury, sunburn, second growth, cuts, scab, blight, dry rot, and damage caused by disease, insects, or mechanical means. The minimum diameter[2] of potatoes of the round varieties

[1] and [2]. See next page for explanation of grade requirements.

shall be one and seven-eighths (1⅞) inches, and of potatoes of the long varieties one and three-fourths (1¾) inches. In order to allow for variations incident to commercial grading and handling, five per cent by weight of any lot may be under the prescribed size, and, in addition, three per cent by weight of any such lot may be below the remaining requirements of this grade.

U. S. Grade No. 2. .

This grade shall consist of potatoes of similar varietal characteristics, which are practically free[1] from frost injury and decay, and which are free from serious damage[3] caused by dirt or other foreign matter, sunburn, second growth, cuts, scab, blight, dry rot, or other disease, insects, or mechanical means. The minimum diameter[2] shall be one and one-half (1½) inches. In order to allow for variations incident to commercial grading and handling, five per cent by weight of any lot may be under the prescribed size, and, in addition, five per cent by weight of any such lot may be below the remaining requirements of this grade.

Explanations of Grade Requirements.

[1] "Practically free" means that the appearance shall not be injured to an extent readily apparent upon casual examination, and that any damage from the causes mentioned can be removed by the ordinary processes of paring without appreciable increase in waste over that which would occur if the potato were perfect. Loss of the outer skin (epidermis) only shall not be considered as an injury to the appearance.

[2] "Diameter" means the greatest dimension at right angles to the longitudinal axis.

[3] "Free from serious damage" means that the appearance shall not be injured to the extent of more than twenty per cent of the surface, and that any damage from the causes mentioned can be removed by the ordinary processes of paring without increase in waste of more than ten per cent by weight over that which would occur if the potato were perfect.

The United States Potato Grades were revised after this book had been printed. The following changes were made and went into effect February 10, 1919.

U. S. Grade No. 1 and U. S. Grade No. 2 were revised to read as follows regarding variations incident to commercial grading and handling: "In order to allow for variations incident to commercial grading and handling, five per centum by weight of any lot may be under the prescribed size, and, in addition, six per centum by weight of any such lot may be below the remaining requirements of this grade; but not more than one-third of such six per centum, that is to say not more than two per centum by weight of the entire lot, may have the flesh injured by soft rot (d)."

Note.

For the purpose of these recommendations no attempt has been made to provide grades for potatoes of extra fancy quality and size, such as special baking potatoes used in dining cars, hotels and restaurants or for lots composed of potatoes of different varietal characteristics, or for potatoes under the minimum diameter and other requirements of the U. S. Grade No. 2.

Potatoes of U. S. Grade No. 1, unless shipped in bulk, should be placed only in new, clean sacks or barrels, which should be well filled, securely sewed or covered, and, in addition to any necessary statements or marks, should be plainly marked "U. S. No. 1." Containers of potatoes of No. 2 grade, also, should be plainly marked "U. S. No. 2."

PRACTICAL APPLICATION OF THE NEW HAMPSHIRE APPLE GRADING AND PACKING LAW.

"An Act to Regulate the Grading, Packing, Shipping and Sale of Apples." N. H. Laws, 1917, Ch. 227.

The Five Required Marks on Barrels and Boxes.

Section 3 of the law required that every closed package of apples which is packed, sold, distributed, offered, or exposed for sale within or without the State, shall have marked in a conspicuous place on the outside thereof in plain letters a statement clearly and truly showing the following:

1. The name of the grade.
2. The true name of the variety if known, of if not known the statement, "variety unknown."
3. The name and address of the packer or the person by whose authority the apples were packed.
4. The minimum size of apples contained therein.
5. Each standard barrel or standard box shall be marked "1 Std. Bbl." or "1 Std. Box."

How Barrels Shall Be Marked or Stenciled.

Section 3 of the law provides that barrels shall be marked plainly in block letters of not less than one-half inch.

Stencilling may be done with crayon or brush. For the accommodation of fruit growers who desire it, the Commissioner of Agriculture will advise parties needing stencils where same may be secured and the approximate cost.

Requirements of the New Hampshire Standard Grades.

The requirements of the four New Hampshire standard grades are given in tabulated form on page 24. A brief discussion of these requirements follows:

Variety. The law requires that the "N. H. Standard Fancy," "N. H. Std. A" and "N. H. Std. B" grades shall consist of apples of one variety only to the barrel, box, or other closed package. The term "N. H. Unclassified Grade" must be used on all closed packages containing more than one variety of apples.

Color. In "N. H. Std. Fancy Grade" the color must be "above medium for the variety." For the "N. H. Std. A Grade" the requirement is "of medium color for the variety." For the "N. H. Std. B" grade no color requirement.

Shape. In "N. H. Std. Fancy" and "N. H. Std. A" grades the shape must be "normal shape" for the variety. In "N. H. Std. B" grade the requirement is "practically normal shape."

Size. In the "N. H. Std. Fancy" the size must be "fair and reasonably uniform." Not less than 2½ inches in diameter.

The Minimum Size or numerical count must in all cases be stamped on the barrel or other closed package.

Conditions. In the "N. H. Std. Fancy" and "N. H.

Std. A'' grade apples must be ''hand picked and sound.'' In the ''N. H. Std. B'' grade the condition must be such that the useful quality of the apples is not injured.

Freedom from Dirt, Disease, Insect, and Fungous Injury. ''N. H. Std. Fancy'' grade must be free from dirt, disease, insect or fungous injury. ''N. H. Std. A'' grade must be practically free from the above. ''N. H. Std. B'' grade must not be injured by the above to such an extent as to ''materially injure the useful quality of the apples.''

Bruises and other Mechanical Injuries. ''N. H. Std. Fancy'' grade must be ''free from bruises, and other defects except such as are necessarily caused in the operation of packing.'' ''N. H. Std. A'' grade must be practically free from the above. ''N. H. Std. B'' grade must not be injured by the above to such an extent as to ''materially injure the useful quality of the apples.''

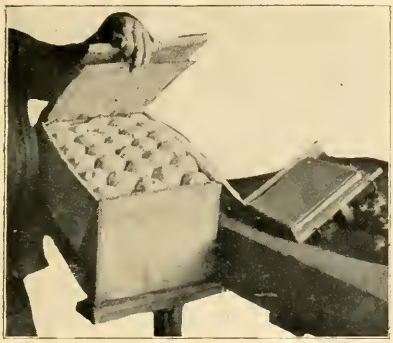
Packing. ''N. H. Std. Fancy'' grade must be ''properly packed in clean, strong packages.'' ''N. H. Std. A'' and ''N. H. Std. B'' grades must be ''properly packed.''

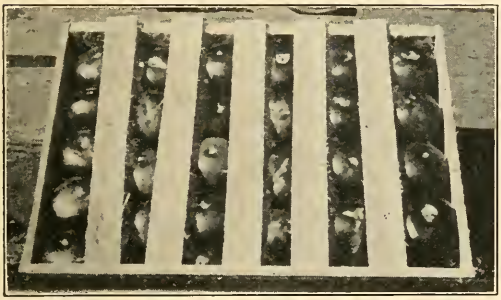
Tolerance. It is recognized that it is not practically possible to put up a commercial pack of apples and have absolute perfection in size limits, freedom from disease, insect and fungous injury, bruises and other mechanical injuries, and for that reason a 3 per cent tolerance of such imperfections is allowed in the ''N. H. Std. Fancy'' grade, 5 per cent in the ''N. H. Std. A'' grade and 10 per cent in the ''N. H. Std. B'' grade.

New Hampshire Unclassified Grade. It will especially be noted that there is no such term as ''New Hampshire Standard Unclassified'' and the use of such a term is not allowed. The grade name is ''N. H. Unclassified'' and the requirements as stated under Section 2 are as follows: ''N. H. Unclassified apples not conforming to the foregoing, and not branded in accordance therewith, shall be classed as unclassified and so branded.''

TABULATED REQUIREMENTS FOR EACH GRADE OF APPLES.

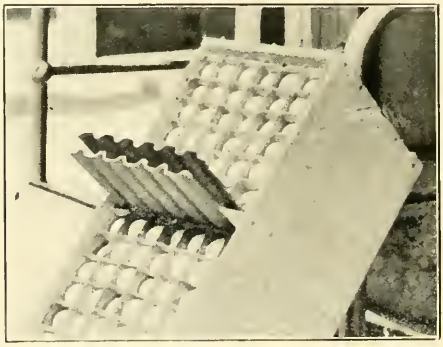
	New Hampshire Standard Fancy.	New Hampshire Standard A.	New Hampshire Standard B.	Unclassified.
Variety	One variety to bbl. or box.	One variety to bbl. or box.	One variety to bbl. or box.	Apples not conforming to the specification of "Standard Fancy," "Standard A," or "Standard B" grade.
Color	Above medium.	Medium.	Below medium.	
Shape	Normal.	Normal.	Practically normal shape.	
Size	Minimum size in all grades, including the unclassified, to be stated on package. Good and reasonably uniform.			
Condition	Hand picked and sound.	Hand picked and sound.	Practically free from dirt, disease, insect and fungous injury or any other defect that materially injures the useful quality of the fruit.	
Disease, insect and fungous injury	Free from.	Practically free from.		
Bruises and other mechanical injuries	Free from, except those incidental to packing.	Practically free from, except those incidental to packing.		
Packed	Properly in clean, strong packages.	Properly.	Properly.	
Tolerance	3 per cent.	5 per cent.	10 per cent.	





These pictures show how to grade and pack farm products.

Grading and packing apples.



Showing cushion flats which are used each side of the center partition, also over the top layer of eggs, a layer of excelsior or special cardboard flat should be placed in the bottom of the case. These precautions will prevent loss by breakage.

The Department of Agriculture is prepared to hold a number of public demonstrations in methods of packing under the new law, to answer questions and to help in the instruction work as far as possible.

The coöperation of growers and others interested in the fruit industry is asked for in order to make the working of the new law a success.

Details of Packing.

To those who desire detailed directions in packing, the Department of Agriculture recommends Bulletin No. 7, Extension Service, N. H. College, by W. H. Wolff, entitled "The Packing of Apples in Barrels and Boxes." This may be had by writing to the Extension Service, New Hampshire College, at Durham, N. H.

Bulletin giving complete information as to the application of the New Hampshire apple grading and packing law may be secured by addressing card to the Commissioner of Agriculture, State House, Concord, N. H.

GRADES OF HAY AND STRAW.

Established by The National Hay Association (Revised July 25, 1917).

Hay.

No. 1 Timothy Hay.—Shall be timothy, with not more than one-eighth (⅛) mixed with clover or other tame grasses, may contain some brown blades, properly cured, good color, sound and well baled.

Standard Timothy Hay.—Shall be timothy, with not more than one-eighth (⅛) clover or other tame grasses, may contain brown heads and blades, otherwise good color, sound and well baled.

No. 2 Timothy Hay.—Shall be timothy not good enough for Standard, not over one-fourth (¼) mixed with clover or other tame grasses, fair color, sound and well baled.

No. 3 Timothy Hay.—Shall include all timothy not good enough for other grades, sound and reasonably well baled.

No. 1 Light Clover Mixed Hay.—Shall be timothy, mixed with clover. The clover mixture not over one-third (1-3), properly cured, sound, good color, and well baled.

No. 2 Light Clover Mixed Hay.—Shall be timothy and clover mixed, the clover mixture not over one-third (1-3), properly cured, fair color, sound and well baled.

No. 1 Mixed Hay.—The same to contain at least fifty per cent timothy, the balance other tame grasses, not to exceed twenty per cent clover, properly cured, bright natural color, sound and well baled.

No. 1 Clover Mixed Hay.—Shall be timothy and clover mixed, with at least one-half (½) timothy, good color, sound and well baled.

No. 2 Clover Mixed Hay.—Shall be timothy and clover mixed, with at least one-fourth (¼) timothy, reasonably sound and well baled.

No. 1 Clover Hay.—Shall be medium clover, containing not over fifteen (15%) per cent timothy and five (5%) per cent other tame grasses, properly cured, sound and well baled.

No. 2 Clover Hay.—Shall be clover, sound and reasonably well baled, not good enough for No. 1.

Sample Hay.—Shall be sound, reasonably well baled, mixed, grassy, threshed or hay not covered by other grades.

No Grade Hay.—Shall include all hay, musty, or in any way unsound.

PRODUCT.	PREPARED.	GRADED.	PACKED.	CONTAINER.	LBS. TO BU.
Asparagus	Tied in 1 lb. bundles with raffia or tape.	Jumbo: Size at base ½ to ¾ in. Prime: Size at base ⅝ to ⅞ in. Culls: All smaller.	3 doz. bundles, heads toward centre of box.	Bu. Box. Slatted top.	36 lbs.
Beans—(Dried)	Clean, sound and free from dirt.	As to variety	180 lb. bags	Bags	180 lbs.
Beans—(String)	Clean and free from disease	As to variety	Loose	Bu. box. Slatted top.	24 lbs.
Beets—(Early)	Bunched, four, even in size, tied with raffia or tape, with tops on.		18 bunches	Bu. box. Slatted top.	
Beets—(Late)	Tops removed	Even sizes together	Loose	Bu. box. Slatted top.	60 lbs.
Brussels Sprouts			In quart baskets, top layer faced with stem of sprouts down.	Strawberry crates	32 qts.
Cabbages	Clean, smooth heads	Even in size. Quality will determine weight and price.	Loose	Barrel, burlap nailed over top.	75 to 100 lbs., according to season.
Carrots—(Early)	Bunched, with tops on, six, even in size, tied with raffia or tape.		18-24 bunches to a box	Bu. box. Slatted top.	
Carrots—(Later)	Tops removed.	Even in size	Laid in rows, or loose	Bu. box. Slatted top.	50 lbs.
Cauliflower	Leaves trimmed	Even in size	5 to 12 in box, depending on size. Laid face up in box.	Bu. Box. Slatted top.	
Celery	In bundles, two or three small stalks, tied with raffia or tape.	As to quality	Alternate rows, 12 to 18 bundles, cut to fit box,	Bu. box. Slatted top.	
Corn		No. 1. 5 doz. even sized ears to box. No. 2. Smaller ears to fill box.	Alternately in two rows	Bu. box. Slatted top.	

PRODUCT.	PREPARED.	GRADED.	PACKED.	CONTAINER.	LBS. TO BU.
Cress	5 doz. bunches to box.			Bu. box. Slatted top.	
Cucumbers		As to quality, should run even in size.	5-7 doz. to box, laid in two rows, according to size.	Bu. box. Slatted top.	
Dandellons			Loose	Bu. box. Slatted top.	12 lbs.
Endives			Loose	Bu. box. Slatted top.	12 lbs.
Kale			Loose	Bu. box. Slatted top.	12 lbs.
Lettuce	Roots cut short, heads washed and cleaned.	No. 1. 18 heads to box. No. 2. 24 heads to box.	Box lined with paper. Heads down.	Bu. box. Slatted top.	
Muskmelons		Even in size	Loose	Bu. box. Slatted top.	
Onions (Young Green.) (Scallions,)	4-5 in bunch, tied with raffia		3 doz. bunches to box	Bu. box. Slatted top.	
Onions— (Dried.)		Even in size as to quality.	Loose	Bags	52 lbs. to bushel.
Parsley			Loose	Bu. box. Slatted top.	8 lbs.
Parsnips	Washed and cleaned	Even in size, as to quality.	Laid in rows or loose	Bu. box. Slatted top.	45 lbs.
Peppers		As to color and quality, even in size.	Loose	Bu. box. Slatted top.	
Peas— (Green.)			Loose	Bu. box. Slatted top.	28 lbs.
Peas— (Dried.)		Grades as to quality and variety.	Loose	Bags	60 lbs. to bushel.
Potatoes	Sound, practically free from dirt or other foreign matter.	As recommended by U. S. Dept. of Agri., Bureau of Markets. See page 19.	Loose	Bu. Box. 100 lb. sack. Or 2 bu. sack.	60 lbs. to bushel.
Pumpkins		As to size and quality	Loose	Bu. box or barrel.	

PRODUCT.	PREPARED.	GRADED.	PACKED.	CONTAINER.	LBS. TO BU.
Radishes	Washed and cleaned, 12 in a bunch, tied with raffia or tape.		5 doz. bunches to box. Top layer, tops down, so as to show red roots of radishes.	Bu. box. Slatted top.	
Rhubarb	Trim off leaves and cut to fit box.	As to quality and size	Laid straight in box. Leaves may be placed on top layer, adding to appearance of package.	Bu. box. Slatted top.	35 to 40 lbs.
Rutabagas			Loose	Bu. box.	55 lbs.
Salsify	Six roots to bunch			Bags or bbls.	140 lbs.
Spinach			18 bunches to box	Bu. box. Slatted top.	
Squash		As to size and quality	Loose	Bu. box. Slatted top.	12 lbs.
Tomatoes	Should be wiped clean	As to size and quality	Loose	Barrels. Burlap top.	Abont 100 lbs.
Turnips			Box lined with paper, top layer faced. Attractive package will add to price received.	Bu. box. Slatted top.	56 lbs.
Watermelons			Loose	Bu. box	55 lbs.
			Loose	Bbls or Crates.	

PRODUCTS.	PREPARED.	GRADED.	PACKED.	CONTAINER.	LBS. TO BU.
FRUITS.					
Apples	See N. H. Apple Grading Law requirements, page 22.				48 lbs.
Blueberries	Should be sound, clean berries.		Quart boxes. Be sure that boxes are full at time of shipment; that crates are firm, slats or layers not broken; crate should be lined with clean paper.	1 qt. box U. S. Std. Dry Measure. Packed in bushel crates.	
Blackberries	Clean, sound berries		Quart boxes, 32 to crate. Full boxes and honest packing will return top market prices	Bu. crate.	
Cherries	Leave stems on		Quart boxes, 32 to crate, or in half bushel baskets.	Bu. crate or ½ bu. basket	
Currants			Quart boxes, 32 to crate	Bushel crate.	
Peaches	Should be sound fruit	As to size and quality	14 qt. baskets, with red muslin netting over top adds to package.	14 qt. baskets.	
Pears	Should be sound fruit, may be wrapped in papers for fancy fruit,	As to size and quality	Carefully for fancy fruit, or loose for other grades.	Bu. box. Slatted top.	
Plums			Loose	Bu. box. Slatted top.	
Raspberries	Should be picked, packed and shipped with great care; should be delivered in 24 hours for best results.		Pint boxes, 64 in crate	Bu. crate.	
Strawberries			Same as Blackberries	Bu. crate.	

PRODUCT.	PREPARED.	GRADED.	PACKED.	CONTAINER.	LBS. TO BU.
POULTRY.					
Fowls—(Dressed.)	Dry-picked and thoroughly cooled.	4 lbs. and up. 3 to 4 lbs. 3 lbs. and under.	12 to box.	Box or bbl.	
Broilers—(Dressed.)	Dry-picked and thoroughly cooled.	1 lb., 1½ lbs., 2 lbs., 2½ lbs.	24 to box		
Roasting chickens	Dry-picked and thoroughly cooled.	4½ lbs. and up preferred.	12 to 16 in box		
Capons	Dry-picked and thoroughly cooled.	8½ lbs. and up preferred	12 to box		
Ducks	Dry-picked and thoroughly cooled.	Young ducks, 5 lbs. and up, preferred.	12 to box		
Eggs	Should be clean, even in size. Ship often for highest returns.	For Boston market, brown eggs preferred. Brown and white eggs mixed. All white eggs.	15 or 30 doz. cases, with excelsior or pasteboard cushion on bottom, corrugated filler on top and in center of case, as per cut, page ..	Cases	
Butter	In 1 lb. prints, or in tubs. Flat shape print preferred.	As to quality	In 20, 30 or 60 lb. tubs, or 5 or 10 lb. boxes. For local shipments. 1 lb. prints packed 30 to 40 lbs. to box.	Tubs or boxes	
Cheese		As to quality	20, 35 or 70 lb. sizes. Packed 1, 2 or 3 in cheese boxes.	Boxes	
Cottage cheese		As to quality	In 60 lb. tubs, milk or cheese cans. Small quantities in ½ and 1 lb. prints. Also in parchment paper rolls of 3 to 6 ozs.		

NOTES:

Dimensions of the bushel box, inside measurements, is 8" deep by 18" wide by 18" long.

The Federal Food and Drugs Act states that food in package form shall be deemed misbranded if "the quantity of the contents be not plainly and conspicuously marked on the outside of the package in terms of weight, measure, or numerical count." This provision of the law is applicable to products of the farm, such as fruits and vegetables if shipped in package form, as well as to manufactured foods.

Shippers of these products should see that bags, crates, boxes, hampers, and packages of other kinds bear a true, plain and conspicuous statement of the quantity of food in the package before being shipped in interstate commerce, or otherwise brought within the jurisdiction of the Act.

For weights and measures of commodities not covered in chart, write the Department of Weights and Measures, State House, Concord, N. H.

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